

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2015/2016

### **BMR2054 – MARKETING AND INFORMATION TECHNOLOGY** (All sections / Groups)

10 OCTOBER 2015  
9.00 a.m. to 11.00 a.m.  
(2 Hours)

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#### INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages with 7 Questions.
2. Attempt **ALL** questions in Section A. Attempt **THREE** out of **FOUR** questions in Section B. Marks distribution for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**Section A - Answer ALL questions in this section (40 marks)****Case Study**

According to a recent “digital opportunity index” published by the United Nations, South Korea leads the world in providing its citizens with access to information and communications technologies (ICT).

The country’s high-tech infrastructure takes a variety of forms. The availability of broadband Internet connections is one example. In South Korea, 94 percent of households are broadband subscribers. Ninety percent of Koreans in their teens and early twenties regularly log on to Cyworld (“Cyber World”), South Korea’s leading social network site.

To bring the speed, South Korea’s government is committing significant financial resources. It budgeted \$50 billion in an effort to link 80 major cities and towns via broadband; moreover, South Korea’s network is extremely fast, offering standard speeds of up to 100 megabits per second (Mbps). Korea’s Communication Commission plans to boost the network’s speed to 1 gigabit per second (Gbps) by end of 2012. However, South Korea’s digital future includes much more than simply broadband connections.

For example, policymakers are aggressively pursuing applications for radio frequency identification tags (RFID); the South Korean government is spending nearly \$300 million to build an RFID research center. The RFID center will be part of an even more ambitious effort: the construction of a ubiquitous city on a 1,500-acre man-made island near the Incheon Free Economic Zone. What makes New Songdo City a “ubiquitous city” (or, more simply, U-city)? For one thing, all major information systems—commercial, residential, and government—share data, and computers are designed into all buildings.

These elements include a central park (inspired by New York) and a canal system similar to that in Venice. John Kim is in charge of planning for the U-city, which he says will exemplify “U-life.” Kim explains, “U-life will become its own brand, its own lifestyle.”

*Source: Excerpt taken from Keegan W.J., Green M.C., Global Marketing, Global Edition, 7<sup>th</sup> edition, 2013, Pearson.*

**Continued...**

**Question 1**

Discuss the role of the South Korean government in introducing the digital revolution to its citizens.

(10 marks)

**Question 2**

Relate this example from the South Korean government's initiative to advance the country's move to high technology infrastructure to other emerging market familiar to you (1 only). Discuss how this other country has implemented steps towards building a high tech community.

(10 marks)

**Question 3**

In what ways do you think the move of the South Korean government to advance the Internet and communication technologies in the country would impact the traditional marketing practices in the country?

(20 marks)

[Total: 40 marks]

Continued...

**SECTION B - Answer any THREE out of FOUR questions (60 Marks)****Question 4**

Discuss FIVE (5) online research methods that online marketers could use to test a new product concept.

(20 marks)

**Question 5**

Elaborate how e-marketers could evaluate the quality of information sourced from a website?

(20 marks)

**Question 6**

When shopping online, how does the personal traits of the online shopper influence their online behavior?

(20 marks)

**Question 7**

Discuss the concerns of the last mile problems that e-marketers face in online marketing. Due to the last mile problem, many consumers abandon their online shopping card. Propose some ways to reduce online shopping card abandonment.

(20 marks)

**End of Question Paper.**